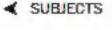
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Toy Fair Is Facing Challenges

On its sparkly, fun-loving surface, at least, all is well and business is booming at the American International Toy Fair, which opens today in Manhattan, The venerable trade show, with its festival of news releases and celebrity-party invitations, has signed up more exhibitors this year, 1,640, than last year to hawk their Barbies and Power Rangers and Matchbox Lamborghinis.

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PUBLISH DATE

February 13, 1995

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SUBJECTS

American International Toy Fair

Trade Shows And Fairs

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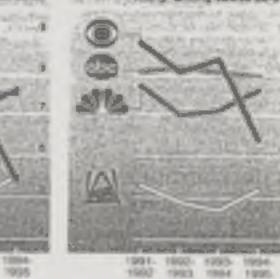


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Sinks in Ratings

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essed to head a concebrytsion program-99th cicle. An exenive Artism Agesconsultant to the dirmed that Mr. is offered the job. finger has not comflors, the fact that

erged so spenly as a

tandslate for smother postuos has mily served to fuel the rumors that CITS will be said soon.

The fact in the prime-time television iossori, CSS has falles precipitously from the 14 rating it accompad had manus - when the network benefit ed from the especially strong performance of the Winter Olympics to an 11.4 rating. Each rating point rquals 854,860 relevision bouseholds.

CBS to also off sharply in the age ransporces in which most advertising is seld - adults from 18 to 49 years old and south from 25 to 54.

The ratings decline has led to a serious problem for CBS: having to give advertisers more commercials

Continued on Page DE

or Orange County

er executive's side g a corporate chief-Gike quick decisions to hammer out a

Cook blooked serious. Br in Sackground in-8p that speaks velthe psychological diffy's financial do-Engly conservative in California and

Sal roome, Urange e gover from heing. all manicipal bankdiscount reports S, tenting a soldenophy that says the Econor can do to so

"Personally, I think hirting from the private sector is very appropriain," said John Cox, a councilman from Newport Beach and chairman of the county's sanitation board. "The changes that have gone on in

learn to operate like a business.

the private notice have been awasome over the last five years. There's a lot of fresh thicking there. We have to look at that. He added: "I think what you're.

treating is reliated to the election last Neverober, We now all that dissumfaction with the way government is ries. It's gotten too blouted over the past 30 years."

Continued in Page 28

Toy Fair Is Facing Challenges

Javits Center's Costs And Rival Are Cited

By GLENN COLLINS

On its sportify, fun-leving surface, at least, all is well and hussness to booming at the American Intertutionel Toy Fair, which opens today in Markettan

The venerable trade slow, with its first ivad of news releases and colotes ty-purty invitations, has signed up more exhibitory (his year, 1,648, thun last year to hawk their Burbies and Fewer Rangers and Metchbus Lamhorgowers.

Indeed, in its the year in Manhettan, the tiey fair is expecting 30,000 buyers from 26 countries, just as mony as last year. And its exhibition space in the Jacob K. Javitz Center was broked solid by November, with a waiting last of 306.

Yes today, as lairgeers - the pubhe is not serviced - jum the famounty evercrumded elevators in the Toy Center at Fifth Avenue and 23d Street before beading to exhibits in the Javes Center later this week, the toy fair in facing worrisoms now challenges. Industry executives and expects say the New York toy fair in m danger on naving its scope and influence sharply reduced in the fo-

One problem, they say, in the relatively small size and high costs of the Javits Center, compared with show halls in other cities. An even bigger problem, they agree, is the fundamental evolution in retailing patterms to the \$15 billion United States. toy industry - where many toy orders are piaced well before the toy fair offers uself as a showcase. This trend may have stready descouraged. the participation of Hashro, America's second-largest my company ofter Mattel Inc.

"The potential is that we may not show in New York next year," said Wayne Charten, a spokesman for Hasbry, which has three showpoons in and mear the Mastertain Toy Ceninc. "The publicity and high profile

may set be enough for the expense." Se said the company, which was perpassed by Mattel in sales fast year, for the first sime since 1985, would "save in the millions" if it left the toy center. "Toy Fair is becoming less important, except as a showcase, because by this time the major residers, and even nonmajors, have already had two or three lunks at our line," he said.

Yet another challenge comes from the tritle-noted but fast expansion of an upstart, the Dollar International Tay Import Show held in the Dallas, Market Center in January. That show has the potential to siphon off

Climinard on Page D4

the World Bank



Price Rises By Factories On Increase

By LOUIS UCKNITELLE

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By LINDRE W POLLACK

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> Abouter through Friday. The New York Times